

Client: American Crossroads *Adv #13324* Dollars: \$633,895.00
 Product: American Crossroads Spots: 801
 Estimate: 1317-AC PA TV 10.31-11.2.12 Primary Demo: Adults 35+
 Flight Start: 10/31/2012 Flight End: 11/2/2012

Station: WPXI-TV FBD: 10/31/2012
 Market: Pittsburgh LBD: 11/2/2012
 RepCo-AE: Tel - Cheryl Long Total Dollars: \$71,450.00
 Survey: DMA/Nielsen Cash Dollars: \$71,450.00
 State: New Trade Dollars: \$0.00
 Status: Sent Total Spots: 44
 Separation: 30 Cash Spots: 44
 GRP: 176 Trade Spots: 0
 CPP: \$406.20 Version: 1 | -
 Comments:
 Seller Com.:

CN 57356

all 2

Ln	Days	Time	Program	Len	Dpt	Rate	C/T	Spots	GRP	Rtg	CPP	Note	[10/31]	[11/1]	[11/2]
1	WThF,MTu	04:00p-04:30p	JUDGE JUDY/JUDGE JUDY	30	EF	\$825.00	c	3	12	3.9	\$211.54		1	1	1
2	WThF,MTu	04:30p-05:00p	JUDGE JUDY/JUDGE JUDY	30	EF	\$1,050.00	c	3	15	4.9	\$214.29		1	1	1
3	WThF,MTu	12:00p-12:30p	CHANNEL 11 NOON NEWS	30	DT	\$575.00	c	3	7	2.3	\$250.00		1	1	1
4	WThF,MTu	10:00a-11:00a	ELLEN	30	DT	\$875.00	c	3	8	2.7	\$250.00		1	1	1
5	WThF,MTu	05:00p-05:30p	CH 11 EARLY NEWS	30	EN	\$1,850.00	c	3	18	5.9	\$279.86		1	1	1
6	WThF,MTu	08:00p-08:30p	CH 11 EARLY NEWS	30	EN	\$1,850.00	c	3	19	6.3	\$293.65		1	1	1
7	WThF,MTu	05:30p-06:00p	CH 11 EARLY NEWS	30	EN	\$1,850.00	c	3	17	5.8	\$294.64		1	1	1
8	WThF,MTu	09:00a-10:00a	TODAY SHOW2	30	DT	\$825.00	c	3	6	2.6	\$294.64		1	1	1
9	WThF,MTu	07:00a-09:00a	TODAY SHOW	30	EM	\$1,225.00	c	2	7	3.7	\$331.08		1	1	0
10	WThF,MTu	02:30p-03:00p	MILLIONAIRE	30	DT	\$575.00	c	2	3	1.8	\$359.38		1	1	0
11	WThF,MTu	01:30p-02:30p	TODAY SHOW	30	DT	\$575.00	c	2	3	1.8	\$359.38		1	0	1
12	WThF,MTu	07:30p-08:00p	JEOPARDY/WHEEL OF FORTUNE	30	PA	\$3,350.00	c	2	15	7.4	\$452.70		0	1	1
13	WThF,MTu	05:00a-05:30a	CHANNEL 11 NEWS	30	RT	\$825.00	c	2	4	1.8	\$458.33		1	1	0
14	WThF,MTu	08:00a-07:00a	CHANNEL 11 NEWS AT 6AM	30	EM	\$1,850.00	c	2	7	3.8	\$458.33		1	0	1
15	WThF,MTu	07:00p-07:30p	JEOPARDY/WHEEL OF FORTUNE	30	PA	\$3,350.00	c	2	14	7	\$476.57		1	1	0
16	WThF,MTu	05:30a-06:00a	CHANNEL 11 NEWS	30	RT	\$1,125.00	c	2	5	2.3	\$489.13		1	0	1
17	WThF,MTu	11:00p-11:35p	11 PM NEWS	30	LN	\$4,000.00	c	2	8	4.1	\$975.61		0	1	1
18	Th	10:00p-11:00p	ROCK CENTER	30	PT	\$4,050.00	c	1	3	2.8	\$1,448.43		0	1	0
19	W	10:00p-11:00p	CHICAGO FIRE	30	PT	\$8,750.00	c	1	4	3.7	\$1,824.32		1	0	0

Month	Cash\$ - Spots	Trade\$ - Spots	Total\$ - Spots
Nov-12	\$71,450.00 - 44	\$0.00 - 0	\$71,450.00 - 44
Totals	\$71,450.00 - 44	\$0.00 - 0	\$71,450.00 - 44

P

Amc 10/30